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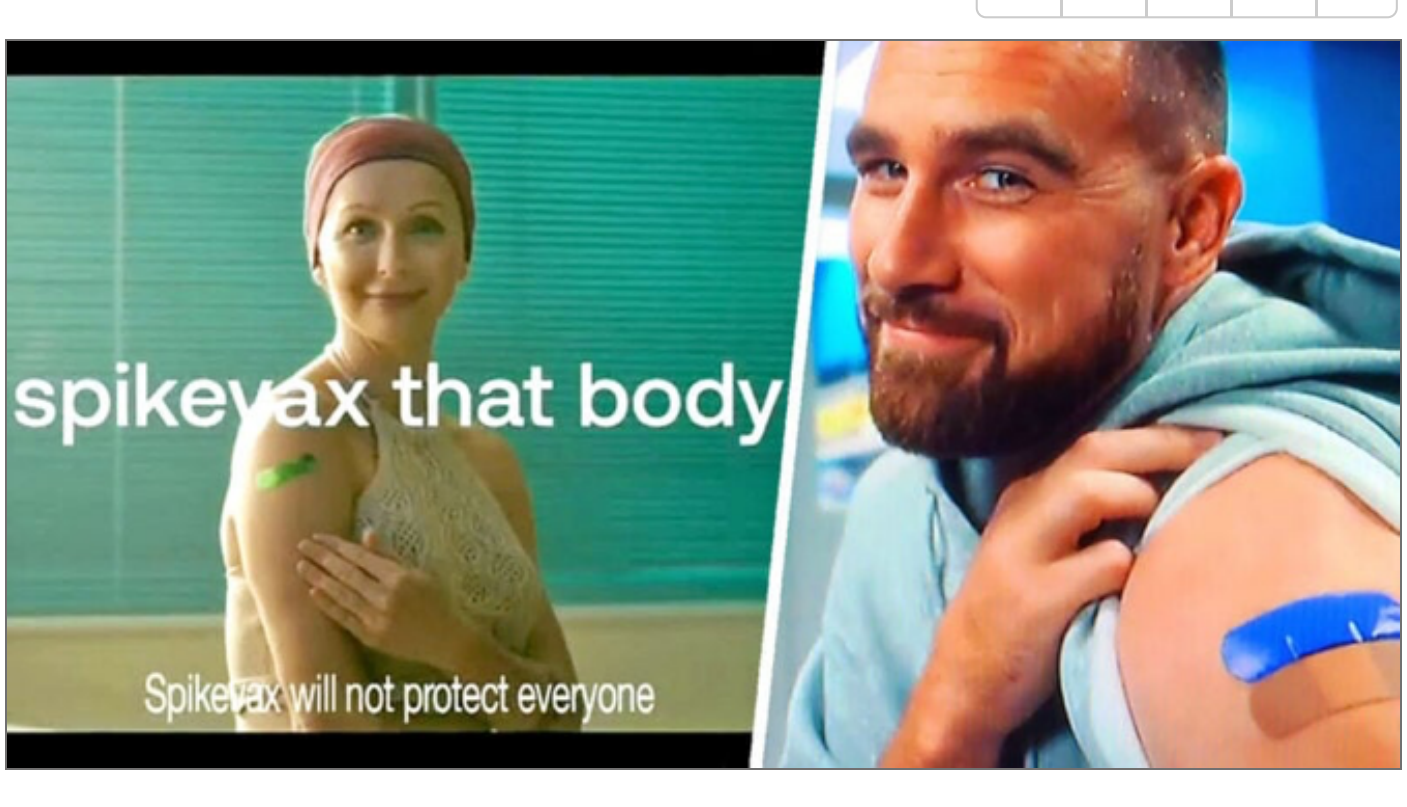
11/22/23 • COVID • BIG PHARMA › NEWS

Pfizer, Moderna Spend Millions on Ads Featuring Catchy Phrases and Celebrities to Push COVID Shots

Facing dramatic stock market declines and growing resistance to their mRNA COVID-19 vaccines, Pfizer and Moderna are running upbeat TV commercials with jingles and celebrities to push COVID-19 vaccination just in time for the holidays.

By **Mike Capuzzo**

71


spikevax that body
Spikevax will not protect everyone

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Facing dramatic stock market declines and growing resistance to their mRNA COVID-19 vaccines, Pfizer and Moderna are running upbeat TV commercials with jingles and celebrities to push COVID-19 vaccination just in time for the holidays.

The 30-second Pfizer commercial features a cheery, driving tune and smiling celebrities Martha Stewart, singer-songwriter John Legend, professional soccer player and progressive activist Megan Rapinoe, singer-songwriter Charlie Puth and football star Travis Kelce.

All but Rapinoe flash Pfizer's trademark blue band-aids on a shoulder showing they got Pfizer's COVID-19 shot.

"Got it," Stewart says, as the Pfizer ad copy reads, "This season's updated COVID-19 shots are here," and "Ask your healthcare provider if getting your COVID shot with your flu shot is right for you."

"Got yours?" is the Pfizer tagline.

Moderna's 60-second TV spot wants its audience to "Spikevax that body."

Spikevax is the brand name of the company's COVID-19 vaccine. It refers to the artificial spike protein the vaccine is designed to stimulate in the body to allegedly trigger protective antibodies to the virus.

The commercial opens with an older man playing table tennis accompanied by a narrator, who says, "When it comes to your health … you ping and pong that body."

The spot proceeds through a variety of ordinary people practicing their passions, including a woman blending a vegetable shake ("you green that body"), a man plunging into an ice bucket ("you plunge that body"), and a man and woman playing chess ("you brainpower that body)."

It concludes with, "You flu shot that body, and now, you Spikevax that body. Because even though the pandemic is over, COVID-19 isn't."

The pharmaceutical trade press portrayed the ads as an attempt by Pfizer and Moderna, whose COVID-19 vaccines were injected into more than 5 billion people worldwide during the pandemic, to reverse dramatic losses in their stock prices in recent weeks.

"With hardly any Americans signing up to receive the updated COVID-19 shot, Pfizer is pulling out all the stops to increase uptake," said Dr. Joseph Mercola.

Mercola reported that Pfizer paid Kansas City Chiefs tight end Kelce an outsized $20 million to promote the drugmaker's COVID-19 shots, compared to his $5 million-per-year total endorsements from McDonald's, Papa John's, Walgreens, Nike and Tide, and was trying to capitalize on the football star's recent surge in popularity as he dates pop star Taylor Swift.

Other medical trade journals debated whether celebrity endorsements like Kelce's will actually help or hurt Pfizer's sales and stock price.

"The Wuhan Cover-Up"
by Robert F. Kennedy Jr.
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Critic: COVID shot ads don't meet FDA requirements for biologic side effects

But doctors and scientists interviewed by The Defender were appalled that Pfizer and Moderna, and the governments and media that support them, would continue to push the mRNA COVID-19 vaccines blamed for more than 36,000 deaths reported to the U.S. government-run Vaccine Adverse Event Reporting System, or VAERS.

A large Canadian study of 17 countries estimated the COVID-19 vaccines killed approximately 17 million people around the world.

Dr. Peter Breggin, a New York psychiatrist and author with his wife Ginger of "COVID-19 and the Global Predators: We Are the Prey," said the Pfizer and Moderna commercials draw the audience into "a never-never land of fakers."

"This is a combination of extreme fraud and sham," Breggin told The Defender. "We now know from multiple scientific studies that there was a broad panoply of adverse effects to the vaccines as there are with some very potent drugs. That resulted in death in some people, and with more reports to the CDC [Centers for Disease Control and Prevention] of deaths than all the other vaccines in the world combined."

Breggin, a frequent expert witness in pharmaceutical cases involving dangerous drugs and co-author of the bestseller "Talking Back to Prozac: What Doctors Aren't Telling You About Today's Most Controversial Drug," said the Moderna ad makes a passing reference to possible myocarditis side effects while the Pfizer spot names no possible dangers at all.

"They're not like ordinary drug commercials," he said, adding that neither meets the U.S. Food and Drug Administration (FDA) requirement for describing biologic side effects.

RFK Jr. and Brian Hooker's
New Book: "Vax-Unvax"
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Pfizer outspent competitors on digital, TV ads for COVID shots

Big Pharma advertising is big business in the U.S., the only country in the world with the exception of New Zealand that allows direct pharmaceutical advertising to consumers.

Spending on the marketing of prescription drugs, health services, laboratory tests and disease awareness grew from $17.7 billion in 1997 to $29.9 billion in 2016, with the largest increases coming in direct-to-consumer spending, which nearly tripled to 32% of all medical marketing spending.

Between Jan. 1 and May 6, 2021, Pfizer spent $21.5 million on digital advertising alone to push its COVID-19 vaccine, while Johnson & Johnson spent $29.1 million marketing its COVID-19 vaccine.

Big Pharma TV ad spending grew 8% in 2022, reaching a total of $4.05 billion. Much of that was "COVID vaccine-related television commercials" with "companies such as Pfizer and BioNTech" spending "large amounts of TV dollars on campaigns highlighting 'getting back to normal,' featuring loved ones reuniting after years apart," according to Fierce Pharma.

Pfizer was the biggest drug-ad spender at this year's Oscars, shelling out an estimated $5.7 million for the most expensive spot in the televised event on its new COVID-19 drug ad: "If it's COVID, it's Paxlovid."

Pfizer also aired the second-most-expensive TV ad at the Oscars, spending an estimated $3.8 million on another COVID-19 ad using "star power to emphasize risk factors and COVID-19 in [its] latest vaccine ad push" featuring celebrities including Pink, Questlove, Michael Phelps and Jean Smart.

The fourth-biggest advertising spender at the Oscars was the U.S. Department of Health and Human Services, which spent an estimated $1.9 million on a 30-second "awareness ad" with no pharma company mentioned "to get people to consider getting the latest COVID boosters amid 'fading protection.'"

Despite nearly around-the-clock media reports and advertising by Big Pharma and governments urging people to get the latest COVID-19 vaccine and boosters, Pfizer's September 2023 rollout of its updated 2023-24 COVID-19 shot suffered "abysmal" uptake, with only 7.1% of adults and 2.1% of children receiving the updated COVID-19 shot as of Oct. 14, according to Mercola.

Dr. Pierre Kory was encouraged that vast numbers of Americans, a majority of whom took the experimental mRNA COVID-19 shots during the pandemic, are waking up to the fact the mRNA technology is dangerous and its risk-reward benefit presents potentially frightening risk with little or no benefit, especially for children.

"It appears to me that pharma companies are now desperately marketing the vaccines to consumers via TV ads," he said. "It looks like their previously winning strategy of fear-mongering via public health agency proclamations and widespread news media behavioral psychology 'nudging' tactics is now failing."

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Mike Capuzzo
Mike Capuzzo is the managing editor of The Defender. He is a former prize-winning reporter for The Philadelphia Inquirer and The Miami Herald, a science writer, and a regional magazine founding editor and publisher who has won more than 200 journalism awards as a writer, editor and publisher.

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Rob DF
9 days ago
I view it as a positive when people reveal their true colors. I don't follow celebs so don't really know who these people are but they're individuals who either have no problem selling their soul for $ or are not very bright.
26 0 Reply • Share ›

> **Beatrice** ↪ Rob DF
> 8 days ago
> Me too. It makes it so much easier to detect the lowlifes in society. No integrity? No morality? Look elsewhere for a friend or fan.
> 5 0 Reply • Share ›

> **Joe Poisson** ↪ Rob DF
> 8 days ago
> I'd say for sure they sold their soul because they are not very bright.
> 4 0 Reply • Share ›

> **Gordy Freeman** ↪ Rob DF
> 5 days ago
> They do it for the money. They have no souls.
> 1 0 Reply • Share ›

IsisM
9 days ago
They can bombard me with all the ads they want. The answer still is and will remain NO.
23 0 Reply • Share ›

> **CastleConnell** ↪ IsisM
> 8 days ago
> If only all parents had your resolve. A lot of kids today will be very angry at their parents who did not do their due diligence.
> 4 0 Reply • Share ›

>> **IsisM** ↪ CastleConnell
>> 8 days ago
>> I wish ALL people had my resolve about all this.
>> 4 0 Reply • Share ›

>>> **Beatrice** ↪ IsisM
>>> 6 days ago
>>> I don't watch ads. I don't read ads. I throw away all junk mail before it comes inside my house. Are marketers proud that they chose a career as a professional shyster?
>>> 2 0 Reply • Share ›

>>> **William Myers** ↪ Beatrice
>>> 5 days ago
>>> it is amazing Beatrice, how low people will stoop. And that is historically too. This whole debacle will go down on the dark side of history.
>>> 1 0 Reply • Share ›

>>> **Beatrice** ↪ William Myers
>>> 5 days ago
>>> The other day I watched utube videos of 60's and 70's tv commercials (quite fun actually) and it became brazenly clear why we have become a nation of robotic consumers. One thing I did notice is that many advertisers were extremely conscientious about being transparent and very specific about their products or customer service. Today, it's extremely rare and with all the online/digital commerce, companies strive to limit customer service to a virtual assistant or email.
>>> 0 0 Reply • Share ›

>>> **William Myers** ↪ IsisM
>>> 5 days ago
>>> Me too my brother/sister. Me too!!!
>>> 1 0 Reply • Share ›

>> **William Myers** ↪ CastleConnell
>> 5 days ago
>> The generational fallout will be biblical!
>> 1 0 Reply • Share ›

r2bzjudge
9 days ago
I read that there are allegedly some 6,000 studies on how to overcome vaccine hesitancy. If true, that demonstrates just how desperate they are to get people to take any of the various vaccines in circulation.

There was one Covid shot ad with a jingle of "walk with me and I'll walk with you." I would respond to it with, "walk with me and i'll walk with you- unvaccinated."

""They're not like ordinary drug commercials," he said, adding that
neither meets the U.S. Food and Drug Administration (FDA) requirement
for describing biologic side effects."

Would that be because they are not approved, but authorized? Comirnaty was approved, but could not be found anywhere, as it didn't have liability protection, like the Biontech did, under EUA. The fact sheet with EUA shots said this page intentionally blank. There was no information for informed consent.
16 0 Reply • Share ›

> **Beatrice** ↪ r2bzjudge
> 9 days ago
> I remember those blank pages. Someone wrote about receiving one at CVS after requesting to see it.
> 9 0 Reply • Share ›

> **Catherine H** ↪ r2bzjudge
> 9 days ago
> I just read in an article last week that in New Mexico...a new pilot program where CDC and the NM Health Department is training hair stylists and barbers how to speak to their clients about getting the covd vacs.
> 6 0 Reply • Share ›

>> **CastleConnell** ↪ Catherine H
>> 8 days ago
>> I saw that too, talk about manipulative!
>> 4 0 Reply • Share ›

>> **Peter van der Stam** ↪ Catherine H
>> 8 days ago
>> Pretty disgusting.
>> 3 0 Reply • Share ›

>> **William Myers** ↪ Catherine H
>> 5 days ago
>> Pure criminal behavior.
>> 1 0 Reply • Share ›

> **William Myers** ↪ r2bzjudge
> 5 days ago
> Right as rain there. Your job and my job from this day forward is to shake and wake the remaining sleepwalking sheeple and make them see this quiet bioweapon genocide of humanity. Ask yourself every night as you settle into bed " what did I do today to wake someone up?"
> 1 0 Reply • Share ›

Beatrice
9 days ago
Martha and her boyfriend Snoop are really stooping to low these days. She's promoting the vax and he's claiming to have given up smoke as part of a campaign to market smokeless fire pits- NOT good health.
15 0 Reply • Share ›

BChristine
9 days ago edited
I really don't follow the "celebrities" or "stars", but recognize some of them. As someone else pointed out, they show their ***true colors*** when they promote these toxic jabs. Either that, or they are just brainless.
11 0 Reply • Share ›

> **Heisenberg** ↪ BChristine
> 8 days ago
> It's greed. I can only imagine how difficult it would be to turn down $20M for a quick 10-second video clip of you endorsing the shot.
> 4 0 Reply • Share ›

> **Joe Poisson** ↪ BChristine
> 8 days ago
> souless
> 3 0 Reply • Share ›

> **William Myers** ↪ BChristine
> 5 days ago
> Money talks.... especially to the greedy soulless of humanity.
> 0 0 Reply • Share ›

Ektor
8 days ago
Only the brain dead would be persuaded by these obnoxious ads to rush to the medical clinic and get a death injection. Celebs are dying by the dozens. These are the morons you want to follow?
10 0 Reply • Share ›

> **CastleConnell** ↪ Ektor
> 8 days ago
> I guess I know a lot of brain dead then. Actually though, they are using their brains wrongly, using denial as a defense against feeling the shame of foolishness. Those are two very powerful phenomena, shame and the power of denial. Psychologists are well aware of just how powerful denial is.
> 3 0 Reply • Share ›

GarySummers
9 days ago
1.) "FOIA'd Emails Reveal "Highest-Level Leaders at White House", HHS, CDC, NIAID, AAP All Knew COVID Vaccines 'Linked to Myocarditis', "Yet Publicly Covered Up" Findings."
https://dailyclout.io/foiad...

2.) "In Early 2021, "Pfizer Documented Significant Harms and Deaths Following Vaccination with Its mRNA COVID Vaccine". 'The FDA Did Not' Inform the Public"
https://dailyclout.io/pfize...
9 0 Reply • Share ›

> **RHE9** ↪ GarySummers
> 9 days ago
> Links worth further sharing... Thank you.
> 5 0 Reply • Share ›

> **Catherine H** ↪ GarySummers
> 9 days ago
> Sometimes when I dwell into what is happening in our society (read/research materials), it literally drains all emotion and compassion out of me...and anger/rage rises within me and feelings of hopelessness is overwhelming. These are the times I reach out to God and my Bible and realize that all that is happening is all preordained by God and HE is in controll. This will calm my nerves. God bless all of you out there. I fear that this will be the last Thanksgiving and (God willing) Christmas we will have as a soverign nation!
> 7 1 Reply • Share ›

>> **Anita Ann** ↪ Catherine H
>> 7 days ago
>> Catherine, I totally feel you on this, this foolishness can be overwhelming. Please remember-whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things. Phillipians 4:8
>>
>> Your thoughts are powerful, whether positive or negative. Stay strong.
>> 3 0 Reply • Share ›

>> **CastleConnell** ↪ Catherine H
>> 8 days ago
>> To be born is a calamity, because we are born into a very harsh and unloving world, and we cannot change that. We can refuse to add to the pollution and lean into the supernatural forces of higher consciousness or God consciousness. My interpretation and I know it isn't for everyone, is that Jesus chose public baptism to reveal that connection to a loving, and organizing intelligence which is available to us if we ask.
>> 0 1 Reply • Share ›

> **BH387** ↪ GarySummers
> 7 days ago
> Too bad the source can be so easily dismissed by those who most need to be influenced. (shrugs)
> 2 0 Reply • Share ›

tim sal
9 days ago
What a bunch of worthless sellouts. All for a jab (not a vax) that doesn't even work. Still pushing the agenda.
8 0 Reply • Share ›

kaoshispano
9 days ago
Iditot people caring about what make EGOclever FAKE persons, all being abduced by devils ot this ENDing of Civilization.
8 0 Reply • Share ›

Catherine H
9 days ago
This is my humble opinion...if by now people are still falling for this indoctrination and pulling up their sleeves for this toxic bs...then they deserve whatever might happen to them! I for one will never again roll up my sleeve for vaccines...I did not fall for this in the beginning and no one will ever convince me to trust the medical/government establishment!
11 1 Reply • Share ›

> **CastleConnell** ↪ Catherine H
> 8 days ago
> It is hard not to feel anger at the hopelessly gullible. However, those gullible people would parrot just as easily a narrative based on facts, if the media ever gives it to them. The media could actually save lives if they did the right thing.
> 6 1 Reply • Share ›

>> **William Myers** ↪ CastleConnell
>> 5 days ago
>> Right as rain there. Your job and my job from this day forward is to shake and wake the remaining sleepwalking sheeple and make them see this quiet bioweapon genocide of humanity. Ask yourself every night as you settle into bed " what did I do today to wake someone up?"
>> 1 0 Reply • Share ›

> **Heisenberg** ↪ Catherine H
> 7 days ago
> No vaccines of any kind ever again. And I used to get the flu shot. They could've kept that cash cow going forever but they pushed too hard with the experimental mRNA concoction and now people don't want flu shots either. On one hand I wish Big Pharma would go bankrupt and die a miserable death, but sadly I know it will be us the taxpayers on the hook for bailing them out.
> 3 0 Reply • Share ›

>> **William Myers** ↪ Heisenberg
>> 5 days ago edited
>> Right as rain there. Your job and my job from this day forward is to shake and wake the remaining sleepwalking people, make them see this quiet bioweapon genocide of humanity. Ask yourself every night as you settle into bed " what did I do today to wake someone up?"
>> 1 0 Reply • Share ›

CastleConnell
8 days ago
These celebs are being paid by pharma to influence men, women and children into taking a poison. How much is a soul worth? As more and more people turn away from the propaganda, those celebs that participated in it will look like fools. Perhaps, they are thinking 'they are laughing all the way to the bank' but a poor reputation is costly and will show up if not directly in indirect ways.
7 0 Reply • Share ›

> **george devos** ↪ CastleConnell
> 8 days ago edited
> I hope karma is real and these celebs who prostituted their fame for a few more bucks end up paying a price. But even so, it won't help the gullible people they influenced who were harmed as a result.
> 2 0 Reply • Share ›

Paul Hastilow
9 days ago
Well I hope and Prey that these "Parasites" are Made to film and Show the aftermath of taking their Toxic Syrup…? ie, the Autopsy Report, VEARS report
Their Funeral Procession, and grieving Family and Friends…. Not many "Happy, Smiley Faces Then ehh.?…… unless of course these So Called Celebrities are getting the Saline Placebo Batch..?
7 0 Reply • Share ›

> **Levente Hajdu** ↪ Paul Hastilow
> 8 days ago
> When someone in the public eye like Justin Bieber, Jamie Foxx, Bronny James, Jimmy Dore has vaccine side effects US propaganda officials in charge of cultural indoctrination really have to hustle to get have to the officially authorized government narrative. I wouldn't want their job. Now with Ukraine's unconditional surrender to Russia their going to really have to spin on two fronts.
> 6 0 Reply • Share ›

> **CastleConnell** ↪ Paul Hastilow
> 8 days ago
> There are thousands of cars passing under overpasses, I wish I could on a large screen, hanging over the side of the overpass, show highlights of Dr. Kory, and Dr. McCullough, etc...with big subtitles, so no one could miss it. And, show the SV40 plasmids from Pfizer clot shots, in an animation entering the nucleus.
> 3 0 Reply • Share ›

GarySummers
9 days ago
"As of July 9, 2021 USA CoVid Shots have Paralyzed Nearly *7 Million* People."
From the 7/9/2021 release of VAERS data:
Guillain-Barre syndrome 69,624 15.02%
https://www.mayoclinic.org/...
< 3 Years Guillain-Barre syndrome 12 0%
3-6 Years Guillain-Barre syndrome 9 0%
6-9 Years Guillain-Barre syndrome 1 0%
9-12 Years Guillain-Barre syndrome 2 0%
12-17 Years Guillain-Barre syndrome 771 0.17%
17-44 Years Guillain-Barre syndrome 23,704 5.11%
44-65 Years Guillain-Barre syndrome 23,916 5.16%
65-75 Years Guillain-Barre syndrome 8,428 1.82%
75+ Years Guillain-Barre syndrome 5,974 1.29%
Unknown AGE Guillain-Barre syndrome 6,807 1.47%

69624 total., 69624 (X100 to get Historically Accurate Number) = 6,962,400
"Problems with the CDC VAERS "Passive" System"
https://www.bitchute.com/vi...
9 1 Reply • Share ›

> **RHE9** ↪ GarySummers
> 9 days ago
> Everyone should be sending out casualty data like this to their political representatives... Even if they are apathetic cowards, they need to be called out all the more so and have it on record that in the presence of clear harm, they stayed silent and hence are complicit in crimes against humanity.
> 10 0 Reply • Share ›

>> **Joe Poisson** ↪ RHE9
>> 8 days ago
>> But really they don't care anyway, they have their payoff to keep their mouths shut.
>> 3 0 Reply • Share ›

> **CastleConnell** ↪ GarySummers
> 8 days ago
> There was another chart, don't know where I saw it, but it highlighted the enormous percent increase in various cancers since the rollout of the covid poison.
> 6 0 Reply • Share ›

>> **Beatrice** ↪ CastleConnell
>> 5 days ago edited
>> Yes, and big insurance and bankers are well aware of the upcoming tsunami of cancer deaths about to hit their bottom line over the next 2 years. Listen to Ed Dowd talk about this on utube podcasts.

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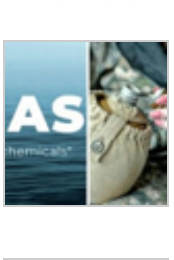
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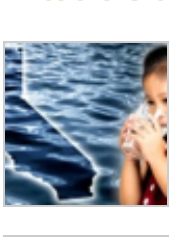
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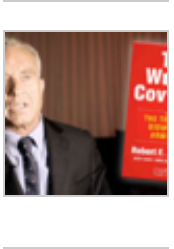
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CastleConnell ➜ Beatrice

5 days ago

I wonder why Insurance companies are willing to take the hit, and not push back due to their bottom line as you said.

0 0 Reply • Share ›

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